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Subject: Meeting announcement for Thursday October 15
Created: 12-Oct-2015 18:24
Delivered: 12-Oct-2015 18:26
Stored: 18-Nov-2015 22:25
Status: forwarded,opened,read
Box Type: received
Folder: PETER ZARCONÉ Home > Mailbox
Message Id: 561BFB6C.LAPDDomB.POB5.200.20000BD.1.4BF8.1
Attachments: TEXT.htm [Save] [Open]
 October 015.pdf [Save] [Open]
 Mime.822 (excluded from export)

Greetings HPOA Board of Directors,

Please find attached the agenda for the 10/15/15 meeting of the board. The minutes will be arriving shortly.

Please RSVP to Ginnie as to your attendance

ginnie@hollywoodbid.org<<mailto:ginnie@hollywoodbid.org>>

Looking forward to seeing you later this week.

Kerry

KERRY MORRISON

Executive Director

[Hollywood Property Owners Alliance]

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HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS
Agenda
4 p.m. to 6 p.m.
Taft Building Suite 600
1680 Vine Street

- I. 4:00 P.M. CALL TO ORDER – President Monica Yamada
- II. OPEN FORUM & INTRODUCTIONS
- III. 4:10 APPROVAL OF THE MINUTES
Action: September 17, 2015
- IV. TREASURERS REPORT
A. Action: Review/approval of the September 30, 2015 financial statement
B. Update on 2016 budget prep
C. Update on renewal of General Liability, Excess Liability and Directors & Officers insurance
- V. 4:25 COMMITTEE/ACTIVITY REPORTS
 - A. Streetscape and Planning– Mark Echeverria/Matthew Severson
 - 1. Scramble Crosswalk – Hollywood & Highland
 - 2. Ivar Street
 - a. **Action:** Approve expenditure of \$5,000 DWP maintenance fund for tree well work on Ivar Street south of Hollywood Boulevard and north of Selma Avenue
 - 3. Besley Square celebration – tentatively planned for Thursday December 3, 2015
 - 4. Briefing re/ impact of WOF Star placement on future applications for sidewalk dining
 - 5. Youth Policy Institute grant application for public space activation project
 - a. **Action:** support application for project within Hollywood Entertainment District
 - 6. Maintenance Problem Solving
 - B. Progress report from Festival Steering Committee – Devin Strecker and Kerry Morrison
 - 1. Schedule (work in progress)
 - 2. Public art installations
 - 3. Media and promotions
 - a. KCRW media partnership
 - c. Banners and signage
 - c. social media campaign
 - 5. Need for a volunteer coordinator
 - 6. Event insurance application
 - 7. Planning for 2016

- C. Marketing and Communications – Devin Strecker and Jan Martin
 - 1. Preview of logo redesign and recommendation
 - a. **Action:** approve new logo for Hollywood Entertainment District
- C. Security – John Tronson/Kerry Morrison
 - 1. Technology improvements at LAPD Hollywood Division
 - a. Cabling to link public safety cameras from Detective office to Watch Commander. Cost estimate: TBD from Security Contingency budget
 - 2. Homeless issues update
 - a. City declaration of state of emergency
 - b. Assemblymember Bloom tour 9-24
 - 3. Purchase of signs to assist in enforcement
 - a. No trespassing signs
 - b. **Action:** approve expense of \$1,600 to purchase signs LAMC 41.27(d) to deter loitering and drinking in public for installation in key parking lots in the District (from Security Contingency budget)
- D. Nominating Committee – John Lyons, chair
 - 1. Seeking candidates for officer positions
- VII. 5:30 NEW BUSINESS
- VIII. 5:35 STAFF REPORT
 - A. BID Headquarters office update
 - B. Current status of Public Records Requests from Mr. Adrian Riskin
 - C. “Ten things we learned at IDA” – staff report from San Francisco
- IX. NEXT MEETING: November 19, 2015 (Annual meeting and dinner)
- X. 6:00 ADJOURN

For more information, contact HPOA Staff at 323-463-6767. As a covered entity under Title II of the Americans with Disabilities Act, organizations that contract with the City of Los Angeles do not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting the office of the Hollywood Property Owners Alliance at 323-463-6767.

